

Notice of References Cited	Application/Control No. 10/017,640		Applicant(s)/Patent Under Reexamination MATZ ET AL.	
	Examiner Jonathan Ouellette		Art Unit 3629	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-5,446,919	08-1995	Wilkins, Jeff K.	725/35
	B	US-5,661,516	08-1997	Carles, John B.	725/35
	C	US-5,774,170	06-1998	Hite et al.	725/34
	D	US-5,724,525	03-1998	Beyers et al.	705/40
	E	US-6,463,585	10-2002	Hendricks et al.	725/35
	F	US-2002/0123928 A1	09-2002	Eldering et al.	705/14
	G	US-2002/0143647 A1	10-2002	Headings et al.	705/26
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	EP 1162840 A2	12-2001	European Patent	WILSON et al.	H04N 07/16
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)			
	U	Wasserman, Todd, "Mining Everyone's Business." Brandweek, February 28, 2000.			
	V	Reed, David, "The future is digital. (interactive digital TV offers marketing opportunities)," Precision Marketing, v13, n51, p27, September 21, 2001.			
	W				
	X				

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.